

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application Number : 10/087,385 Confirmation No.: 3339  
Applicant : Mark L. BEARD  
Filed : March 1, 2002  
Title : SYSTEM AND METHOD FOR MEASURING AND UTILIZING  
POOLING ANALYTICS  
TC/Art Unit : 3694  
Examiner: I. Jung (Marissa) LIU  
  
Docket No. : 72167.000280  
Customer No. : 21967

**MAIL STOP AMENDMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Sir:

In accordance with 37 C.F.R. §§ 1.97 and 1.98, and in compliance with the duty of disclosure set forth in 37 C.F.R. § 1.56, Applicant submits attached Form PTO/SB/08B (modified) for consideration and request the references cited therein be made of record by the U.S. Patent and Trademark Office (“USPTO”) in the above-captioned application.

Applicant respectfully points out that the submission of the listed references in this Information Disclosure Statement (“IDS”) is not an admission that they are prior art or that they are material to patentability of any claims of the application. Also, the submission of this IDS is not an indication that a search has been made by Applicant.

In accordance with 37 C.F.R. §1.98(a)(2)(ii), copies of U.S. patents and/or U.S. patent application publications cited on the attached Form PTO/SB/08B are not being provided.

Consideration of the foregoing plus the prompt return of a copy of the enclosed Form PTO/SB/08B with the Examiner’s initials in the left column in accordance with MPEP 609 are respectfully requested.

In accordance with 37 C.F.R. § 1.97(b), this IDS is being submitted prior to the mailing of a first Office Action after the filing of a Request for Continued Examination under 37

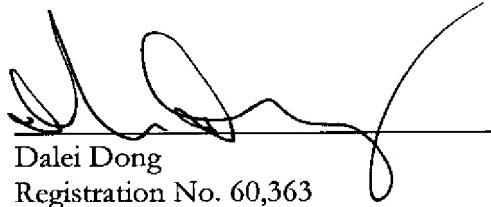
C.F.R. § 1.114. Accordingly, no fee is required. However, in the event the USPTO determines that a fee is due to enter and consider this IDS, the USPTO is authorized to charge such fee to the undersigned's Deposit Account No. 50-0206.

Respectfully submitted,

HUNTON & WILLIAMS LLP

Dated: 9/8/10

By:



Dalei Dong  
Registration No. 60,363

Hunton & Williams LLP  
Intellectual Property Department  
1900 K Street, N.W.  
Suite 1200  
Washington, DC 20006  
(202) 955-1500 (telephone)  
(202) 778-2201 (facsimile)  
DD/mc